

Figure 1

101 → Date	3/4/2001	3/5/2001	3/6/2001	3/7/2001	3/8/2001	3/9/2001	3/10/2001	3/11/2001	3/12/2001	3/13/2001	3/14/2001	3/15/2001	3/16/2001	3/17/2001	3/18/2001	3/19/2001	3/20/2001
105 → Actual unit sales	10	10	10	10	10												
110 → Projected unit sales					10	10	10	10	8	8	8	8	8	8	8	8	8
115 → Cannibalization date									yes								
120 → Cannibalization factor									-0.2								

↑
130

Figure 2

201 → Date	3/4/2001	3/5/2001	3/6/2001	3/7/2001	3/8/2001	3/9/2001	3/10/2001	3/11/2001	3/12/2001	3/13/2001	3/14/2001	3/15/2001	3/16/2001	3/17/2001	3/18/2001	3/19/2001	3/20/2001
205 → Actual unit sales	10	10	10	10	10												
210 → Projected unit sales					10	10	10	10	8	8	8	8	6	6	6	6	6
215 → Cannibalization date									yes				yes				
220 → Cannibalization factor									-0.2				-0.25				

↑ ↑
230 240

Figure 3

301 → Date	3/4/2001	3/5/2001	3/6/2001	3/7/2001	3/8/2001	3/9/2001	3/10/2001	3/11/2001	3/12/2001	3/13/2001	3/14/2001	3/15/2001	3/16/2001	3/17/2001	3/18/2001	3/19/2001	3/20/2001
305 → Actual unit sales	10	10	10	10	10												
310 → Projected unit sales						10	10	10	8	8	8	8	12	12	12	12	12
315 → Cannibalization date									yes				yes				
320 → Cannibalization factor									-0.2				0.5				
									↑ 330				↑ 340				

Figure 4

401 → Date	3/4/2001	3/5/2001	3/6/2001	3/7/2001	3/8/2001	3/9/2001	3/10/2001	3/11/2001	3/12/2001	3/13/2001	3/14/2001	3/15/2001	3/16/2001	3/17/2001	3/18/2001	3/19/2001	3/20/2001
405 → Actual unit sales	10	10	10	10	10	10	10	10	8	8							
406 → Past unit sales → cannibalization adjustment	-2	-2	-2	-2	-2	-2	-2	-2									
410 → Projected unit sales								-2									
415 → Cannibalization date									yes								
420 → Cannibalization factor									-0.2								
									↑ 430								
										↑ 450							

Figure 5

501 → Date	3/4/2001	3/5/2001	3/6/2001	3/7/2001	3/8/2001	3/9/2001	3/10/2001	3/11/2001	3/12/2001	3/13/2001	3/14/2001	3/15/2001	3/16/2001	3/17/2001	3/18/2001	3/19/2001	3/20/2001
505 → Actual unit sales	10	10	10	10	10	10	10	10	8	8	8	8	6	6			
506 → Past unit sales cannibalization adjustment																	
510 → Projected unit sales	-4	-4	-4	-4	-4	-4	-4	-4	-2	-2	-2	-2					6
515 → Cannibalization date									yes						6	6	
520 → Cannibalization factor									-0.2				yes	-0.25			
									↑								540

Figure 6

601 → Date	3/4/2001	3/5/2001	3/6/2001	3/7/2001	3/8/2001	3/9/2001	3/10/2001	3/11/2001	3/12/2001	3/13/2001	3/14/2001	3/15/2001	3/16/2001	3/17/2001	3/18/2001	3/19/2001	3/20/2001
605 → Actual unit sales	10	10	10	10	10	10	10	10	8	8							
606 → Past unit sales cannibalization adjustment																	
610 → Projected unit sales	-2	-2	-2	-2	-2	-2	-2	-2									6
615 → Cannibalization date									yes						6	6	
620 → Cannibalization factor									-0.2				yes	-0.25			
									↑								640